

ITC GRANT NARRATIVE PROGRESS REPORT

Grantee: Southern Idaho Tourism	Grant Number: 09-IV-1
Date Submitted: 4/6/2010	Report #: <input type="checkbox"/> 1 <input checked="" type="checkbox"/> 3
Date Posted for Review: 8/9/10 <i>RM</i>	<input type="checkbox"/> 2 <input type="checkbox"/> Final

Awarded Grant: \$ 105,998.00	Match Requirement: \$ 12,999.75
Amount Expended YTD: \$ 90,324.03	Match Documented YTD: \$ 12,695.84

Copy for additional elements

Element 1: **Marketing**

Amount Awarded: \$ 50,044.00	Amount Expended YTD: \$ 38,290.14	Match Documented YTD: \$ 12,695.84
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Progress of Element since grant award or last report:

We continue to fulfill leads for our Sunset ads; the last one was run in May.
 We participated in the Integrated Spring Campaign (FSI), in cooperation with the Twin Falls Area Chamber of Commerce. Our partners in this promotion were two outfitters and three lodging properties; the eBrochure featured a video of our whitewater opportunities. To date, 4,259 leads have been sent to us by Madden Media; and have been fulfilled with the eBrochure and our postcard. We have compiled all 2010 and 2009 FSI leads into databases to be used in future marketing efforts. (FSI Ad attached)
 New postcard used for fulfillment is in use; over 765 cards have been sent to visitors.
 Implemented Hagerman Valley Chamber of Commerce spring/summer TV Coop in a joint effort with Twin Falls Area of Chamber of Commerce.
 Google Ad Word campaign commenced the first week of July.
 Produced and placed ad for Burley venue for lodging and International Dance and Music Festival. Placement was on KTRV and KIVI in the Treasure Valley.

Anticipated completion date(s):
 September 30, 2010

Actions needed to complete this element:

Complete Google Ad words program
 Implement late summer TV Coop in conjunction with Twin Falls Area Chamber of Commerce
 Continue social networking and public relations activities

☐

No activity during this report period due to seasonal nature of marketing activity.

Element 2: **Website**

Amount Awarded: \$ 20,000.00	Amount Expended YTD: \$ 21,322.61* Shifted \$3,000 on RFF #9 from Element I to II	Match Documented YTD: \$
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Website improvements are ongoing.
All available videos for attractions, events, and lodging properties are in place.
eCommerce function is proceeding; there are tax collection issues that need to be decided by Board of Directors
SEO is ongoing.
For this time period vs. 2009 we are experiencing a 35.31% increase in web traffic.
(Google Analytics report for this time period is attached)

Anticipated completion date(s):
September 30, 2010

Actions needed to complete this element:
Need to complete website updates for Scenic Byways and attractions.
Ecommerce function needs to be completed; this is pending Board of Directors action in August.

☐ No activity during this report period due to seasonal nature of marketing activity.

Element 3: **Brochures/Publications**

Amount Awarded: \$ 24,500.00	Amount Expended YTD: \$ 22,500.00	Match Documented YTD: \$
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Need to receive invoice from ITD for participation in 2010

Anticipated completion date(s):
September 30, 2010

Actions needed to complete this element:
Support of Idaho Scenic Byways Program

☒ No activity during this report period due to seasonal nature of marketing activity.

Stay & Play With Us!

IDAHO
www.visitidaho.org

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D-C-234

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D-C-234

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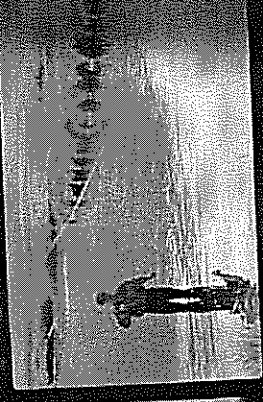
24



24

D-C-234

25



25

Fun in wide-open spaces. You won't need extra money - just bring some extra time!



Idaho Guide Service
idahoguideservice.com
High Adventure River Tours
highadventurevertours.net

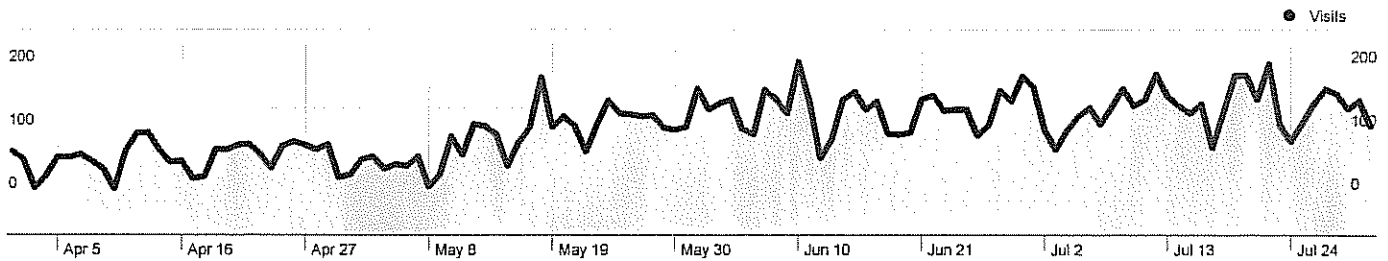
Hagerman Valley Inn
hagermanvalleyinn.com
(208) 837-6196

Ameritel Inn
ameritelinns.com
(208) 736-9600

Hilton Garden Inn
hgti.hvinnfalls.com
(208) 733-8500



1-800-255-8946 ■ www.visitsouthidaho.com



Site Usage

13,767 Visits

48.99% Bounce Rate

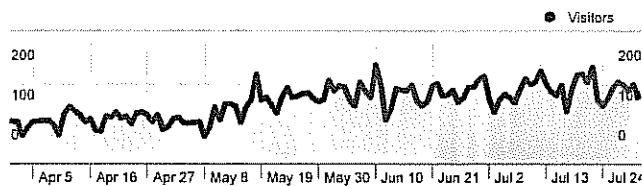
53,694 Pageviews

00:02:50 Avg. Time on Site

3.90 Pages/Visit

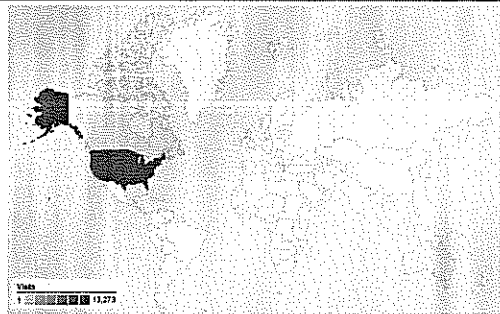
82.28% % New Visits

Visitors Overview

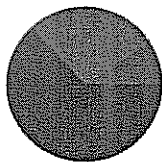


Visitors
11,616

Map Overlay



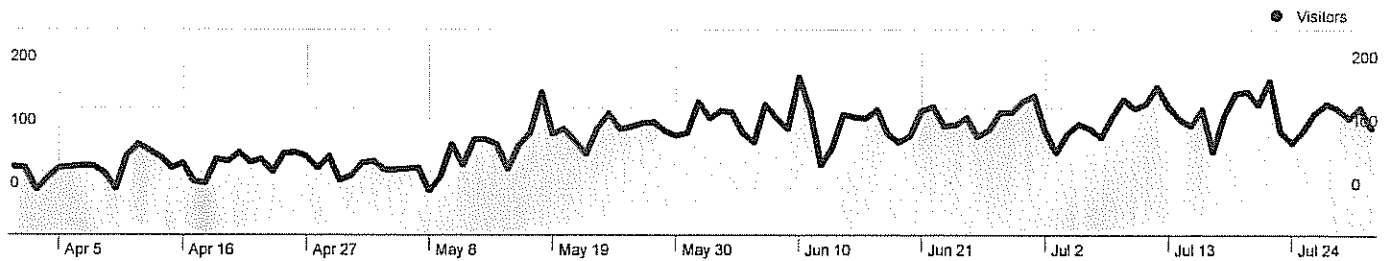
Traffic Sources Overview



- Search Engines
8,703.00 (63.22%)
- Referring Sites
3,785.00 (27.49%)
- Direct Traffic
1,279.00 (9.29%)

Content Overview

Pages	Pageviews	% Pageviews
/cake/	10,021	18.66%
/cake/attractions/adventuremap	2,815	5.24%
/cake/lodgings/type/3	1,630	3.04%
/cake/lodgings/type/5	1,133	2.11%
/cake/majorcategories/browse/4	1,095	2.04%



11,616 people visited this site

13,767 Visits

11,616 Absolute Unique Visitors

53,694 Pageviews

3.90 Average Pageviews

00:02:50 Time on Site

48.99% Bounce Rate

82.28% New Visits

Technical Profile

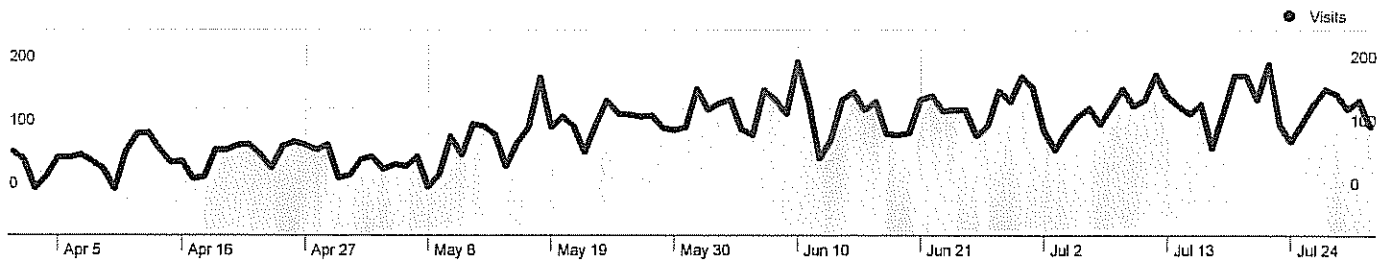
Browser	Visits	% visits
Internet Explorer	9,451	68.65%
Firefox	2,613	18.98%
Safari	1,001	7.27%
Chrome	559	4.06%
Mozilla Compatible Agent	32	0.23%

Connection Speed	Visits	% visits
Cable	4,388	31.87%
DSL	3,917	28.45%
Unknown	3,387	24.60%
T1	1,792	13.02%
Dialup	199	1.45%

Traffic Sources Overview

Apr 1, 2010 - Jul 31, 2010

Comparing to: Site



All traffic sources sent a total of 13,767 visits

9.29% Direct Traffic

27.49% Referring Sites

63.22% Search Engines

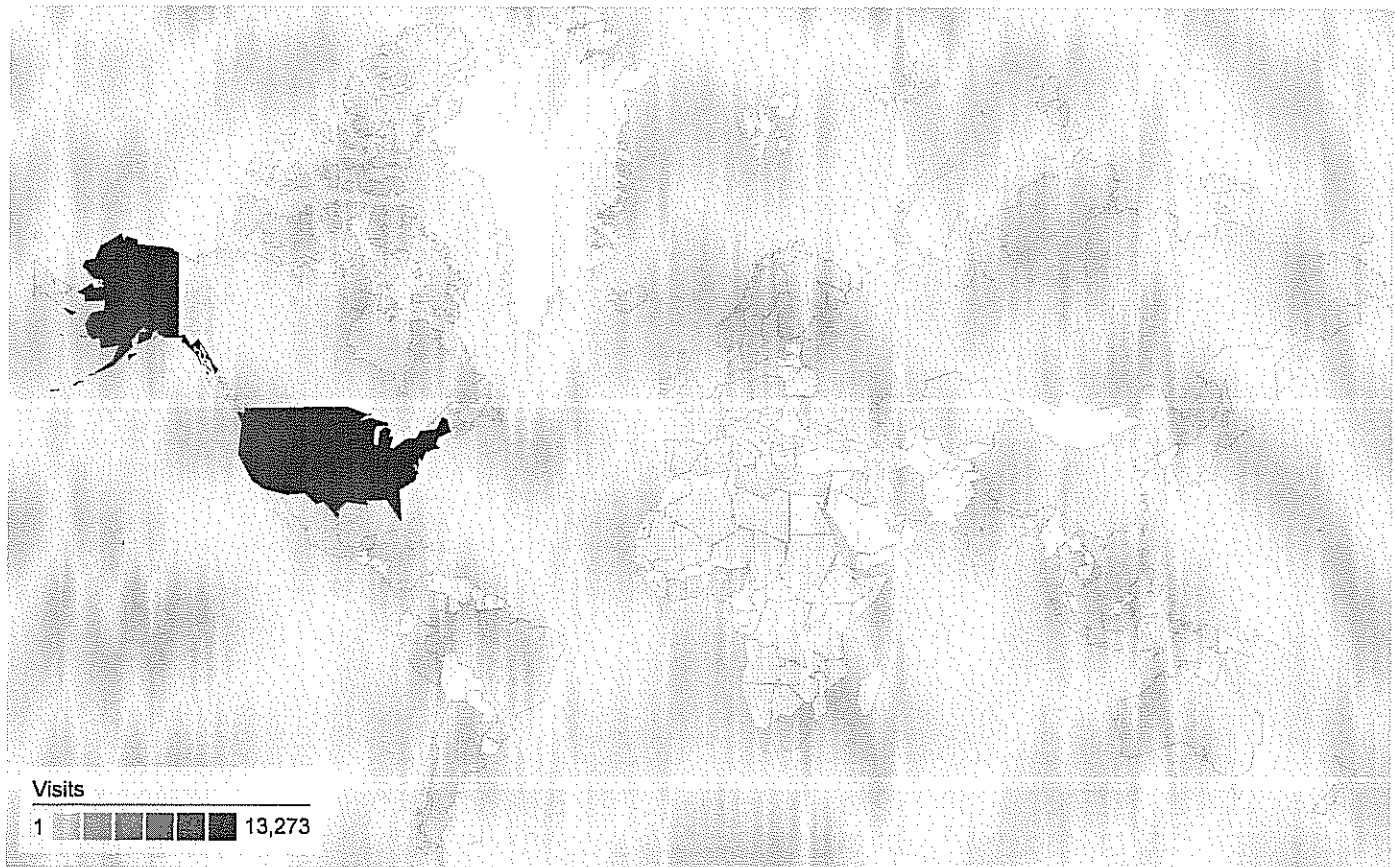


Search Engines
8,703.00 (63.22%)
Referring Sites
3,785.00 (27.49%)
Direct Traffic
1,279.00 (9.29%)

Top Traffic Sources

Sources	Visits	% visits
google (organic)	5,412	39.31%
bing (organic)	1,920	13.95%
(direct) ((none))	1,279	9.29%
yahoo (organic)	1,087	7.90%
tfid.org (referral)	1,028	7.47%

Keywords	Visits	% visits
southern idaho tourism	176	2.02%
southern idaho	151	1.74%
arts in the park in shoshone	141	1.62%
twin falls idaho tourism	110	1.26%
southern idaho travel	101	1.16%

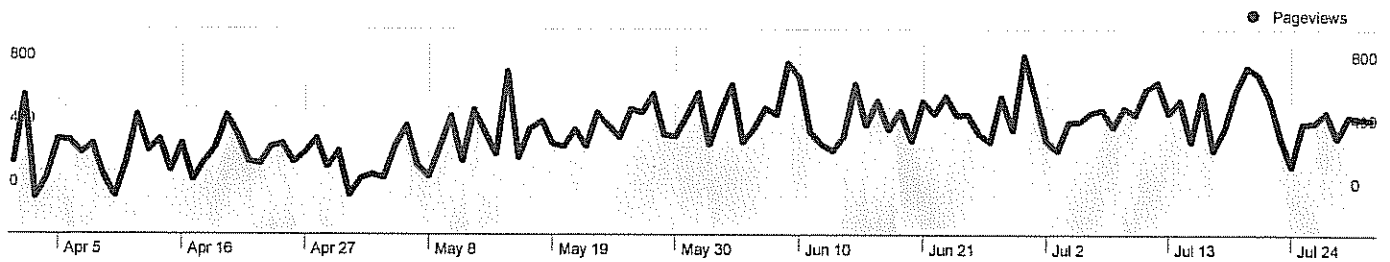


13,767 visits came from 57 countries/territories


Site Usage

Visits 13,767 % of Site Total: 100.00%	Pages/Visit 3.90 Site Avg: 3.90 (0.00%)	Avg. Time on Site 00:02:50 Site Avg: 00:02:50 (0.00%)	% New Visits 82.30% Site Avg: 82.28% (0.03%)	Bounce Rate 48.99% Site Avg: 48.99% (0.00%)	
Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
United States	13,273	3.91	00:02:51	81.98%	49.10%
Canada	233	3.97	00:02:29	92.70%	42.92%
United Kingdom	48	4.83	00:04:17	81.25%	41.67%
Germany	31	2.77	00:01:52	93.55%	48.39%
Australia	25	2.84	00:02:32	92.00%	48.00%
France	13	2.00	00:00:29	69.23%	53.85%
India	11	2.00	00:00:17	100.00%	54.55%
Netherlands	10	3.10	00:00:38	80.00%	30.00%
China	10	2.00	00:04:30	70.00%	50.00%


Italy		9	3.56	00:02:54	88.89%	11.11%
1 - 10 of 57						



Pages on this site were viewed a total of 53,694 times

 **53,694** Pageviews

 **35,044** Unique Views

 **48.99%** Bounce Rate

Top Content

Pages	Pageviews	% Pageviews
/cake/	10,021	18.66%
/cake/attractions/adventuremap	2,815	5.24%
/cake/lodgings/type/3	1,630	3.04%
/cake/lodgings/type/5	1,133	2.11%
/cake/majorcategories/browse/4	1,095	2.04%